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EQUIPMENTdealer magazine

RESOURCES FOR SUCCESSFUL DEALERS

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NAEDA: No Paper Tiger

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Save the date for the 2024 North American Dealer Conference in Dallas, Texas.

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by KIPP McGUIRE, DIRECTOR OF GOVERNMENT AFFAIRS, NAEDA

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NAEDA: No Paper Tiger

By KIPP MCGUIRE,
DIRECTOR OF GOVERNMENT AFFAIRS, NAEDA



March 28th through 30th, NAEDA members converged in Washington, D.C., for the association's first federal (U.S.) fly-in. It was a resounding success, with 22 dealers from 15 states registered for the event.

It was a promising move forward in NAEDA's core function of Advocacy – one of the three pillars of the association's mission to Advocate, Elevate, and Educate.

The primary goal for any association's fly-in is to get its members in front of elected officials for policy discussions. Though, they serve another critical purpose: to show the association is not a "Paper Tiger." Before we get more into this subject, let's quickly review what participants at the fly-in did with their roughly 48 hours in D.C.

Over the course of their day on Capitol Hill, dealers engaged with 27 congressional members and their staff – just shy of five percent of Congress, not bad for a day's work.

Overall, these meetings included six Senators and 21 Representatives, counting two of the "four corners" of the Ag Committees – Ranking Member of the Senate Committee, John Boozman (AR) and Chair of the House Committee, Glen "GT" Thompson (PA-15). Both of whom were speakers before the entire NAEDA delegation. Rep. Thompson spoke to the group during a lunch at the prestigious Capitol Hill Club, and Sen. Boozman joined the group for their closing dinner at the Westin, Downtown D.C.

The predominate topic for dealers was Right to Repair. Most of the offices and mem-

The primary goal for any association's fly-in is to get its members in front of elected officials for policy discussions. **Though, they serve another critical purpose: to show the association is not a "Paper Tiger."**

bers had a rudimentary understanding of the issue already, and most felt it was not a priority nor would it be in the near future. However, a few dealers were surprised to find that their elected officials, whom they thought would be in opposition, had questions about the issue and had heard from advocates.

None of these discussions were cause for alarm, but the dealers involved said it highlights the need for active engagement and participation at both the state and federal levels to frame the issue and provide the facts for understanding it.

Participants attended meetings in groups of two to five, arranged by their geographic locations. To give everyone a chance to get to know one another better, a reception was held the night before the day on the Hill at the historic Old Ebbitt Grill – touted as D.C.'s oldest Saloon.

Following the Hill Day, participants were bussed 30 minutes south of D.C. for breakfast and a private tour of George Washington's Mount Vernon Estate. Upon their return to the hotel, the fly-in itinerary officially concluded.

Now, back to the point of not being a "paper tiger." This is a Chinese phrase that references something that claims or appears to be powerful but is actually ineffectual or powerless. An example often cited in recent years was the Afghan Army. On paper, an army existed and was equipped, but when it came time to

fight, no one showed up – it was a paper tiger.

During the fly-in a dealer asked, "How do you get above the noise?" Referring to how busy the halls of Congress are and how difficult it must be to leave a lasting impression with offices constantly barraged by information. The answer is, by proving you are not a paper tiger.

Any lobbyist can meet with a member's office and give them stats on the number of people they represent and how good or bad a certain policy will be for each of those individuals. It is exceedingly difficult for elected officials to determine if a lobbyist represents their constituents on these discussions alone. NAEDA's voice would indeed be lost in the noise if this were the extent of our interaction with legislators. In their minds, we would be an association of 4,500 dealers that simply exist on paper – we would be a paper tiger.

Dealers participating are what make the difference. Those who came to the fly-in not only had the chance to talk policy with their elected representatives, but they sent an important message – "NAEDA members are action takers."

A dealer's presence means they committed time and money to be there, and legislators fully understand that. If someone is willing to come all the way to the Capitol, it is a strong indicator they are also participating in all oth-

KIPP MCGUIRE is the director of government affairs for NAEDA. He comes from the consulting world, where he was an advisor to the U.S. Navy's Commander of Pacific Fleet as a member of the Commander's Action Group and Government Affairs and Outreach teams. Prior to his time as a consultant, he was an Advance Officer for the Office of the Secretary of Defense, which took him across the globe coordinating nation-to-nation engagements. He has extensive experience in the legislative and policy fields, and has previously worked for state and federal legislators, as well as an advisor on several political campaigns. His military service includes five years enlisted with the Marine Corps and is presently an Intelligence Officer with the Navy Reserves. He has degrees from the University of Montana and the Institute of World Politics.



KIPP MCGUIRE is the director of government affairs for NAEDA.



NAEDA'S DC FLY-IN DELEGATION OUTSIDE THE CAPITOL BUILDING IN WASHINGTON, DC.

Dealers participating are what make the difference. Those who came to the fly-in not only had the chance to talk policy with their elected representatives, but they sent an important message – “NAEDA members are action takers.”



NAEDA Members Ivan Dorhout and Steve Hunt meeting with Rep. James Comer (KY-1), joined by NAEDA Staff, Kipp McGuire and Michael Piercy.



NAEDA Members and Staff on a tour of the U.S. Capitol Building hosted by Rep. Ryan Zinke (MT-1)



Chair of the House Committee, Glen "GT" Thompson (PA-15) speaks to NAEDA's delegation during a lunch at the prestigious Capitol Hill Club.



NAEDA Member Matthew Cox of Hoxie, AR with his senator, and Ranking Member of the Senate Ag Committee, John Boozman (AR). Sen. Boozman was the keynote speaker at the closing dinner of the 2023 D.C. Fly-In. [EDM](#)

er aspects of the political and policy process.

According to Pew Research Center, the average voter turnout in the last three mid-term elections was only 43 percent of eligible voters. So, when NAEDA requests a meeting with legislators and says that a small business owner from that official's district is coming for the meeting, it is in their best interest to listen to an active constituent. This non-verbalized messaging benefits the association

staff as well. In those official's minds, NAEDA is no longer just another group vying for attention, but the organization represents active constituents in their district.

In short, dealer participation gives NAEDA credibility with elected officials, which leads to the understanding that NAEDA is not a paper tiger. Our members are doers.

In closing, thank you to all the dealers who have participated in NAEDA events.

Whether it be at conferences, testifying on legislation, hosting dealer demonstrations, the D.C. fly-in, or any other way - NAEDA deeply appreciates your time and help in Advocating, Educating, and Elevating the equipment dealership industry. We look forward to building on this inaugural event's success and hope to see you next year.

“It’s the Economy, Stupid.”

by BRAD WALL

I am often asked at conferences and in casual conversation what I think is the most important thing that any citizen, business or trade association can ask of those asking for their vote or political support.

In response, I often quote the brief reminder note that former Clinton political strategist James Carville famously gave to his candidate, Bill Clinton, in the run-up to the 1992 Presidential election.

“It’s the economy, stupid.”

I may not agree on all policy matters with Mr. Carville, but he was right about this, and the contents of his note are as true today as ever.

In North American democracies, the economy, and the taxes that the economy can support pay for every single public good. Every safety net, every farm support program, roads, schools, etc., etc.... have as their source of support - the economy.

Even for those public goods that receive private AND public support - the economy must provide that too.

Policies that help facilitate a strong economy must be the number one priority, or as I used to refer to it when I was in government, the North Star of any government that wants to leave things better than they found them.

Is your political priority lower taxes? Do you want more infrastructure spending than is currently happening in your jurisdiction? A growing economy is going to be needed to support that spending within a fiscally probative and long-term plan. A growing economy will help avoid deficit financing to achieve this.

Do you want more education support? Well, given budget constraint, the surest way



POLICIES THAT HELP FACILITATE A STRONG ECONOMY MUST BE THE NUMBER ONE PRIORITY.

to be able to afford increased education spending is - you guessed it - a growing economy and the increased tax revenue (without tax rate hikes) that comes with it.

In North American democracies, the economy, and the taxes that the economy can support pay for every single public good. Every safety net, every farm support program, roads, schools, etc., etc.... have as their source of support - the economy.

All of this seems quite obvious, perhaps. Surely, North American governments are focused on the economy first. Are they?

Culture wars, identity politics and the program spending that is the reverse end of an economy-first approach seems to be dominating government and political priorities on all sides of the spectrum.

Sure, we have specific industry-related issues we need to continue to bring forward to regulators and governments. But as individu-

BRAD WALL was the 14th Premier of Saskatchewan. He is the Principal of Flying W Consulting, a partner in the CW Cattle Co. Ltd, and serves on various private, public, and non-profit boards. He is an advisor to the North American Equipment Dealers Association and moderated a panel discussion at the NADC conference in Nashville, TN, November 15-17, 2022.

als, we can advocate for the common sense of an economy-first approach to all levels of government and policy. NAEDA is uniquely positioned with its very effective government relations and engagement program at the local, state, provincial and federal levels to help remind legislators of this basic fact.

We can remind candidates and sitting politicians of Carville’s message to his candidate.

During my last weeks in office, while the party was selecting a new leader, I asked for a sign to be installed above the door to the cabinet room that we exited after each meeting.

I asked then and still asks, “Did you leave things better than you found them?”

It is an interesting exercise to think about the answer to that question every now and then. When I do, and when I can answer in the affirmative it is usually because of some action or decision we took in government that cost money. Taxpayers’ money that was available and proffered on the strength of a growing economy.

“It’s the economy, stupid.” **EDM**



BRAD WALL was the 14th Premier of Saskatchewan, and is an advisor to the North American Equipment Dealers Association.

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Successful dealers all have one thing in common – they want to continue to grow their knowledge to expand their dealerships to greater heights.

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KEYNOTE SPEAKER | Matt Mayberry

Matt Mayberry's story began playing linebacker for the Indiana Hoosiers and Chicago Bears where the team environment laid a foundation for his belief in leadership and peak performance. He is now the author of the Wall Street Journal bestseller, *Culture is the Way*.

Mayberry has become an expert in his field focusing on helping organizations with their culture, leadership performance and teamwork. He has made appearances in media outlets including Forbes, Inc, Harvard Business Review, Fortune, Fox News and Business Insider. In addition to speaking engagements, he has worked with industry leaders including JP Morgan Chase, NAPA Auto Parts, DuPont, Allstate Insurance, Autodesk, and the Federal Bureau of Investigation to create positive cultural shifts for their companies.

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Loan or lease? AgDirect is here to help you and your customers make the right financing decision for their operations when it comes to their next new or used equipment purchase.

Amid rising prices of both new and used equipment, many dealers are helping their customers leverage financing to spread out their machinery costs and reduce the financial burden of keeping their equipment up to date. But is purchasing the equipment outright with a loan or financing the use of the equipment with a lease the right option for your customers?

Here are 10 questions you can ask your customers to help them understand the key differences between conventional purchase plans and leasing agreements, and how each option can impact their cash flow, machinery costs and tax position.

1. How many hours a year do you expect to use the equipment?

Asking this question will help your customers determine whether owning or leasing the equipment is a better fit based on usage and residual value, or the estimated value of the machine at the end of its lease term or service life.

With a loan, customers finance the full cost of the equipment. With a lease, on the other hand, the amount financed is the equipment cost minus the residual over the term they expect to use the equipment.

2. Are you looking for the lowest possible initial investment?

With a loan, the down payment due at the time of purchase can be upwards of 20 to 30% of the total cost. Whereas with a lease, only the first payment is due upfront in most cases.

The difference in upfront costs between

a loan and lease can be substantial. If a customer is worried about their debt-to-income ratio or cash flow, then a lease might be the better option.

3. Do you have a trade, or will you be putting cash into the transaction?

Trading used equipment into the dealership can be advantageous for customers, especially when demand is high and the equipment is in good condition. Trade equity can help reduce the purchase price of the equipment being exchanged.

In some cases, the trade-in value will cover the down payment of the new loan. Alternatively, because leasing offers 100% financing, customers can use their trade equity or any cash saved from leasing toward other business expenses.

4. What's your trade-in frequency? Do you typically buy new or "like-new" equipment?

If your customers trade equipment frequently, leasing can offer lower payments than a loan and allow them to acquire equipment without the long-term costs of equipment ownership. Leasing is a good option for keeping machinery under warranty and repairs and downtime to a minimum.

Additionally, leases can be structured with the flexibility to trade the equipment in for a newer model for no further obligation. By having access to the latest technology, your customers can avoid equipment obsolescence, improve efficiencies and potentially increase profits.

5. Are there other areas of your operation where you could be using operating capital?

While some customers have the financial stability to accept higher machinery ownership costs in the long term, equipment ownership also requires comparing those costs with the opportunity costs of not having the capital invested in other areas of their operation.

By only paying for a portion of the asset that is used rather than the full value, a lease can give customers the flexibility to free up working capital for other loans or purposes such as structure upgrades or land purchases.

6. How important is equipment ownership to you?

If your customers have the money for a down payment and the equipment they intend to buy will remain in their equipment line-up long term, then an equipment loan may be the way to go. With equipment ownership, customers add asset value to their balance sheet that can be used as collateral when making other purchases or taking out loans.

Machinery ownership gives customers full control of the equipment's use and performance. Rather than being restricted by the terms of a leasing agreement, they have the freedom to replace, sell or make any customizations to the equipment as needed.

7. How are financing rates and terms determined?

The interest rate charged on a loan is directly related to your customers' credit worthiness. With a lease, lenders look at their

borrowing history as well as the equipment in terms of how well it holds its value and its anticipated usage.

Financing structures vary by lender, but the typical period used to amortize debt is three to seven years on most equipment and up to 10 years on pivots. Longer terms typically have slightly higher interest rates than shorter terms; however, the flexibility longer terms offer often surpasses the extra interest paid.

8. What are your obligations with a loan versus a lease?

With an equipment loan, your customers will be fronted the capital to pay for the equipment and fully own the equipment once they've repaid the loan according to its terms, plus interest. Customers will also be respon-

sible for all ownership and operating costs.

If your customers opt for an equipment lease, they won't own the equipment outright, but they will be responsible for making the lease payments and all applicable operating costs such as maintenance, sales and property taxes, license, registration and insurance.

9. What risks or limitations could you be overlooking?

By owning equipment, customers aren't locked into any use limitations or early termination fees. With some leases, hour limits apply, in which case they will be responsible for any excess usage charges beyond the agreed-upon hour limits.

However, equipment ownership requires bearing the cost of depreciation resulting

from wear, obsolescence and the age of a machine. With a lease, some of the risk of obsolescence falls upon the lessor along with future value risk.

10. What are the tax advantages?

On a loan, customers are entitled to depreciation benefits as owner of the equipment. A lease can go either way depending on if it is a true lease or a conditional sales lease.

With a true tax lease, customers can deduct their full lease rental payment as an operating expense rather than depreciating the asset. With a conditional sales lease, customers take depreciation just as they would with a loan while still benefiting from the flexible financing offered in a lease.

In closing, before entering into a loan or lease agreement, it's a good idea to advise customers to consult with their accountant or tax adviser to discuss their specific tax circumstances and cash flow requirements. EDM



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Stepping Up:

Brett Barriage works with Dealer Institute to help John Deere dealers succeed

by NAEDA STAFF

After making the move to step down as the CEO and shareholder at a successful John Deere dealership in January 2020, Brett Barriage considers himself “semi-retired” as he facilitates annual meetings within the Dealer Institute and is a CEO member at a company called Building Champions.

Prior to his retirement, Barriage was a member of the pre-merged version of NAEDA (North American Equipment Dealers Association), WEDA, where he helped lead growth of Premier and took advantage of member-exclusive opportunities.

“I was familiar with the association, used different resources, attended conferences, used some of the personnel service training, and just knew Michael and knew John and Larry through that interaction,” Barriage said. “Then, back in 2020, I retired as CEO and shareholder from the dealership. I was just looking to slow down; a different pace of life.”

He sat through many of the various trainings provided by Dealer Institute and took the opportunity to work as a trainer when presented by Michael Piercy, Vice President of Dealer Development at the Dealer Institute.

Through the Dealer Institute, Barriage focuses on meetings at least once to twice a year with John Deere dealers to share “financial information, set goals and targets that are approved by their peers, be accountable for their

performance and how they did on those goals and targets.”

In addition to facilitating those meetings, which typically take place in January or February with a standard follow-up around June, he works to compile scorecards that evaluate dealers performance in comparison to established benchmarks that challenge dealers to perform with excellence.

Barriage’s experience as CEO of a dealership helps him understand exactly what these dealers might need and how to help them get the most out of each meeting.

“There’s a unique perspective with the experience of having run a dealership,” Barriage said. “I understand. I’ve been there in their seats. All these guys and ladies are great leaders and are great at what they do, but you can ask the questions sometimes and just challenge a little bit.”

He believes his understanding of the challenges of running a dealership helps him guide the dealers through their growth process.

“Having sat in their seat in the actual groups themselves and having gone through the goal and benchmark process a number of times as a dealer, just gives me a good sense of what you as a dealer go through on a daily basis. It’s important because you’re investing a fair bit to be there,” he said.

With his time at Dealer Institute, Barriage wants to emphasize that dealers should take advantage of their membership in NAEDA and have the courage to step outside their comfort zone to find greater success.

“There’s just some great resources and be as aware of that as you can... and don’t hesitate

to improve your staff; improve yourself, your organization, which is hard because a lot of the leaders of dealerships are often shareholders or entrepreneurs, so sometimes, it takes a little bit of humility to reach outside of your organization to get some help,” Barriage said.

In addition to his work with the Dealer Institute, Barriage spends his semi-retired work-life working with CEO’s and senior executives through Building Champions.

“I’ve always had a passion for excellence and leadership,” he said. “It’s always been something that I’ve strived to do for myself... but also other leaders around me to be excellent. That covers so many areas, whether it’s performance goals, performance to metrics.”

Building Champions and Dealer Institute allows Barriage the opportunity to use his knowledge and experience to help others grow and reach their full potential.

“There’s so many great resources out there (through NAEDA) to help you grow your dealership,” Barriage said. “Take the step and make sure you reach out to find what’s best for you, but don’t be too proud to reach beyond your own background and experience to get what you can outside of the organization, through NAEDA, or whoever, to really help you grow. Sometimes, that outside perspective can be very powerful in terms of growth.” **EDM**



BRETT BARRIAGE is a trainer at NAEDA’s Dealer Institute as well as a CEO Mentor with Building Champions.

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RESOURCES
TO GROW YOUR
DEALERSHIP

With his time at Dealer Institute, Barriage wants to emphasize that dealers should take advantage of their membership in NAEDA and have the courage to step outside their comfort zone to find greater success.

BRETT BARRIAGE is a trainer at NAEDA’s Dealer Institute as well as a CEO Mentor with Building Champions. Prior to joining both organizations, Brett served nearly a decade as the CEO and President of Premier Equipment, a 10-store John Deere dealer in Ontario, Canada.



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A Look into the NAEDA Protect Program

by NAEDA STAFF

North American Equipment Dealers Association has joined forces with Specialty Equipment Insurance Services to create the NAEDA member-exclusive extended warranty program, NAEDA Protect.

This extended warranty program is geared towards making sure not only dealers, but their clients are not losing time or money due to a piece of equipment needing service, according to Edgar Gonzalez, Vice President of Sales and Chief Sales Officer for Specialty Equipment Insurance Services and liaison for NAEDA Protect.

“From the construction firms that are making holes where we make skyscrapers, these pieces of equipment, push dirt, they harvest crops, it’s important to protect them,” Gonzalez said. “It’s important to understand that our customers have made investments, and we, on the other side of that business, want to streamline the business at the dealer level. So, we are very proud of partnering and creating the NAEDA Protect brand and program because we feel that this is a virtuous and value-added product that’s going to go ahead and keep the customer, whoever that may be, up and running.”

The importance of the heavy machinery used in the agricultural and construction industries is what drives their dedication to dealers and clients.

“Ultimately, we’ve all been posed the question of, ‘Do you want an extended warranty?’” Gonzalez said. “Unless you use your vehicle to deliver pizzas or work for Uber, which there’s nothing wrong with that, but our business is quite different. So, when someone asks one of our customers that ques-



“We are very proud of partnering and creating the NAEDA Protect brand and program because we feel that this is a virtuous and value-added product that’s going to go ahead and keep the customer, whoever that may be, up and running.” – Edgar Gonzalez, Vice President of Sales and Chief Sales Officer for Specialty Equipment Insurance Services and liaison for NAEDA Protect.

tion, they do take pause, and they do think about it, because it isn’t like using your vehicle to get from point A to point B. A farmer has to plant his crops, they may have to dig a ditch, they may have to go to work... On the other side of the business, are construction customers. They have to, obviously, pour concrete and do roadwork. These are large commercial pieces of equipment. If they’re down, it costs time and money.”

According to Lou Klein, Western Regional Sales Manager at SEIS and program manager for NAEDA Protect, the white label program helps dealer members in Canada and the United States by providing protection to meet members where their needs are, by offering extended service contracts and warranties on their customers’ machines.

“One of the main things that we like to promote is that it does help drive customers back to your dealership for, you know, parts and services to handle warranties,” Klein said. “So, it’s just an all-around way for dealers to expand their business and protect their customers at the same time.”

Dealer members have the opportunity to sign up through the website - NAEDA - A Specialty Equipment Insurance Services Program (naeda-seis-program-enroll.com).

“You can quote business, you can compare prices, make your claims,” Klein said. “Everything is a one-stop shop for NAEDA members to handle this type of business for themselves.”

The program started in late summer 2022 when John Schmeiser, COO of NAEDA, and Kim Rominger, CEO, approached SEIS with the overall goal of creating a program that would help dealer members protect their clients. That led to a discussion with the

Amynta Group’s Executive Vice President, Anthony Slimowicz, and Chief Operating Officer of SEIS, Ted Wagner.

From there, they had plans put together by October and hit the ground running in November when they announced the program at the NAEDA conference in Nashville, Tennessee.

Another way dealers can take advantage of the program is by applying the warranties to their own rental fleets.

“The dealer themselves can treat themselves as the customer,” Gonzalez said. “They can go ahead and put protection on their rental fleets... let’s say that this is someone that they are very concerned about absorption costs; they have an enormous successful rental fleet. But they also have rental fleet costs. Well, we can’t speak to the preventative maintenance and the wear and tear. But what we can speak to is, of course, extended warranty portion. So maybe, obviously an item is no longer new. So, an item is not in base warranty; they can go ahead and work this plan, treat themselves as the customer and add the protection they need.”

Some of the many benefits include extended service contracts, asset remarketing, in-house claim adjustments, 48-hour turnaround on claims, access to industry experts, 24/7 registration and processing portals, and so much more.

“What dealers really appreciate is our fast, quick responses to claims,” Klein said. “With an average of being paid within three days, that it’s really something that the dealers have come to appreciate knowing that we have their back, and they can go to their clients and let them know that.” **EDM**

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SAFETY MATTERS: How to Prepare for High-Voltage Batteries at Your Outdoor Power Equipment Dealership

by NAEDA STAFF

The debate rages on about which is better: battery or internal combustion engines; however, litigation, mandates, and popularity among certain demographics are pushing towards a battery-powered future.

Equipment dealers need to start thinking about how battery-operated equipment will impact their dealerships – particularly the outdoor power equipment dealers - to stay ahead of the curve.

This starts with making sure manufacturers provide instructions and communications to inform customers of the proper care and safety handling for each unique high-voltage battery.

“I think as an Association, and myself previously being a dealer, we have to really ask these manufacturers for more, and I know Joe Dykes is working with OPEI trying to get answers,” said Dale Magie, part of the dealer development team at the Dealer Institute. “Because there’s not enough information and answers out there on these products coming out. It’s a push across the country from autos right on down through all equipment. I think it’s a gorilla in the room for outdoor power equipment.”

Magie’s primary focus at Dealer Institute and through NAEDA is within the Outdoor Power Equipment sector. Along with others, he has found that the safety protocols for handling batteries are not as in-depth as dealers need. Even though batteries have been seen in smaller equipment like weed trimmers and leaf blowers for over a decade, this is slowly moving towards equipment such as lawnmow-

ers and eventually much larger pieces of machinery.

In addition to the growth in popularity of battery-powered lawn equipment, municipalities within cities are starting to set regulations mandating electric mowers and more. State and provincial legislation could be close behind.

“Change is going to continue to occur,” Magie said. “Obviously, if you’ve been in business, you know that change is always a part of every day, every year, every week. As a dealer, you have got to be proactive and be accepting to change by looking for the best avenues to maximize the change. As government mandates continue to come out, this category is going to grow; it’s not just about using the association to get ourselves educated, and it’s up to working with the manufacturers to come up with the best business plan we can for how this affects their dealerships moving forward.”

For example, one of the six batteries used to power a EGO Power+ 42” Z6 Turn Riding lawnmower is 56 volts. Because OSHA defines a high-voltage battery as 50v or more, this puts each of those six batteries in that category.

Large manufacturers like John Deere are also taking the leap into electric. By 2026, they plan to have a battery-powered option for each of their riding lawnmowers; therefore, precautions as a dealer and owner will be necessary. That starts with manufacturers being transparent about their batteries and providing protocols to the equipment dealers selling these products.

“The small, handheld equipment has been pretty much uniform. It’s not really a concern in comparison to the bigger ride-on products, and the even bigger products coming out,” Magie said. “It’s knowing the products that



you’re bringing in – what the chemistry of that battery is – because that adds variables as well to the safety protocol.”

Lawnmowers are the beginning of these higher voltage batteries. Companies like Sole-trac are releasing tractors that use 72v. The risk of electric shock or fire increases with these larger batteries – not to mention the heavier batteries will require proper lifting techniques and potentially, a forklift.

“I would recommend that you know what the manufacturer can supply you with the information you need to make the best decision on what safety protocols need to be in place when bringing in this category of equipment,” Magie said. “Because, in a lot of cases, dealerships need to do some enhancements to their facilities before they truly stock battery-operated products... We’re continuing to work with the manufacturers and KPA (safety and compliance team) on trying to get better systems in place.”

Equipment dealerships need to start preparing for this inevitable shift by taking the steps to ensure the best safety practices for handling, storing and shipping batteries that could be so large that they will need teams or forklifts to move them.

Regardless of a dealership’s manufacturer, dealers need to focus on a few things:

1. Potential Risks
2. Safety Precautions
3. Employee Training

NAEDA and KPA hosted an on-demand webinar focusing on “*Creating a Safe & Compliant Li-Ion Workplace*” in May of this year.

Mitigating and Planning for Potential Risks

The risks related to handling lithium-ion batteries are very similar to that of combustion engines but require some early interventions and plans. They should create a foundation for safety which includes:

- Hazard Assessments
- Hazard Communication Programs

“CHANGE IS GOING TO CONTINUE TO OCCUR. Obviously, if you’ve been in business, you know that change is always a part of every day, every year, every week. As a dealer, you have got to be proactive and be accepting to change by looking for the best avenues to maximize the change.” - Dale Magie, Dealer Institute, NAEDA



Shown above, the EGO POWER+ 42" Z6 ZERO TURN MOWER. For example, one of the six batteries used to power it is 56 volts. Because OSHA defines a high-voltage battery as 50v or more, this puts each of those six batteries in that category.

- **Hazard Communication Employee Training**
- **Emergency Plans and Evacuation Maps**
- **Emergency Response Training**
- **Chemical Inventory, Safety Data Sheets, and Platform Training**
- **Forklift Operator, Lift Safety, and DOT Hazmat for those who will be shipping these batteries**

Analyzing these risks is just the start. Once a dealership has established its hazard assessments, they need to start purchasing the appropriate material to avoid injury and be prepared for any fires or shocks along the way.

Taking Safety Precautions

Safety precautions can be taken in the form of the physical environment as well as with protective equipment.

Protective equipment includes insulated tools with rubber grips, electrician rubber gloves, and leather gloves to wear over them. Each of these items help prevent potential electrical shock.

In addition to the gloves, the dealership and technicians will need to have a glove inflator to check for air leaks daily. If air can get into the glove, then so can electricity. Making sure they are airtight will make sure technicians are safe from shock.

Electrician gloves must also be electrostatically tested every six months by a certified lab to ensure that the gloves prevent electricity from moving across their non-permeable barrier.

The leather gloves protect the rubber and make them last longer. Still, some dealerships might consider getting Arc Flash full-body protective equipment in case of extremely high-voltage batteries.

Another safety precaution includes physical storage of the batteries on site. Many brand-new batteries are low risk, but used batteries pose a higher threat.

Equipment dealers need to start thinking about how battery-operated equipment will impact their dealerships – particularly the outdoor power equipment dealers – to stay ahead of the curve.

Ensure your dealership has a specific location to store batteries in a well-ventilated, regulated space away from other equipment.

Defective batteries in thermal runaway release a form of gas that can cause fires or other disastrous situations, so all employees must be aware of what damaged or defective batteries look like.

Employee Training

Teaching employees the calling signs for damaged batteries will help mitigate the risk of shock and fire.

Three types of battery damage:

1. **MECHANICAL:** when the battery is physically compromised by being crushed, dropped, penetrated, etc.
2. **THERMAL:** this can be the result of faulty cell design, cell manufacturing flaws, external abuse of cells, in-efficient battery package design, or inadequate charging system design.
3. **ELECTRICAL ABUSE:** a common mistake made is leaving certain batteries on the charger past their full charge. This can cause failure within the circuits and should be avoided for specific types of batteries. It is suggested that owners read the user manual to know whether their battery can be on the charger longer or not.

In addition to knowing the types of battery damage, seeing early signs of failure can also help reduce risks.

Early signs of failure can include physical deterioration to the point of thermal runaway, a change in batter charging efficiency, battery heating to unseen temperatures during charging – particularly near the end of a charging cycle, and the charging capacity is higher than the amount of energy used before needing a new charge.

Because battery failure can lead to fires, keeping a fire extinguisher nearby is a good idea. The thing about electric fires versus those of a combustion engine is that they do not go out in a traditional way.

Electric fires tend to reignite with little warning, so a common practice is to initially extinguish the flames to then be able to move

the battery to a designated battery burn location that is outside and away from any other combustible material. Once in a safe location, the battery could then be allowed to burn itself out.

Once the fire is out, or even if a battery has been determined to be a failure, the next step is to dispose of the now useless item.

One thing dealers, technicians, or individuals should not do with their failed batteries is throw them away. This can cause fires on the dump truck, landfills and anywhere in-between.

Cirba Solutions has created a recycling process for high-voltage batteries. There are two protocols.

The first is for non-damaged batteries. Suppose your dealership is looking to send back batteries that were the wrong order. In that case, they can purchase a collection container from Cirba Solutions, tape the terminals to prevent short circuits, place the batteries in the purchased container, and ship as normal.

For damaged batteries, dealerships can purchase containers that range from \$86-275 USD. They can then line the container with a provided bag, seal each battery in its own anti-static bag, cover with the provided packaging material, secure the lid, seal it within the over-pack box, and attach the appropriate label.

5 STEPS TO PREPARE FOR HIGH VOLTAGE BATTERIES

High Voltage batteries, according to OSHA, are 50v and up. New battery-powered lawn mowers and tractors are being made with these high voltage batteries, so now is the time to prepare.

- #1 KNOW THE BATTERIES YOU ARE WORKING WITH**
Check the manufacturer information to know the chemical compounds and storage requirements for each battery.
- #2 TRAIN YOUR STAFF**
Create guidelines for your staff to follow and make sure everyone in your dealership has taken some form of training on high voltage batteries.
- #3 TAKE SAFETY PRECAUTIONS**
Buy electrician gloves, testing equipment and create safe storage spaces within your facility.
- #4 BE AWARE OF SIGNS OF DEFECTIVE BATTERIES**
Know what thermal runaway is, and make sure you are prepared to handle defective batteries.
- #5 SET UP DISPOSAL PLANS**
Take advantage of Cirba Solutions' recycling process for high voltage batteries.

EDM

Do I Want To Know What I Don't Want To Know?

by DR. LARRY COLE

Many of us are afflicted with a terrible disease of thinking – knowing only what I want to know! Is that being hardheaded and stubborn? The problem with this attitude is you don't know what crucial information you're missing.

Let's complete an exercise. Look at one of your hands. See it? Identify something you don't like about it. Got it? Now for the crucial point—did you notice that you didn't see what you like while staring at what you don't like? That's what happens with a made-up opinion, you only see one facet of the object or issue.

Have you ever assumed something to only later find out that you were wrong? We all have. Study the dynamics. We made a conclusion based on a set of information. Eventually we changed our mind when new information became available. But we had an option that was to stubbornly continue believing in our original thought regardless of how true the new information might be. Doesn't make good sense, does it? Why would anyone cling to a thought that was wrong?

I am bewildered by supervisors who only want to know information that aligns with their set of beliefs. It seems such thinking is akin to cutting off your nose to spit in your face. I'm not going to focus on the "whys" people are so short sighted in this article, but I encourage leaders and supervisors to think about two things. One is that a made-up mind loses its objectivity according to a Chinese proverb. (I can hear some of your thinking right now... *I'm not believing a damn thing that comes out of China!*) Just for a moment open your mind and think about the implications of that proverb. The closed mind can prevent the best decision from being made which leads to the second point — leaders/supervisors don't have the luxury to be closed minded. These people are responsible to ensure the best decisions to advance the success of the dealership.

One additional thought Have you noticed

that while talking to someone that your brain is constantly thinking? Sure, you have, and you've taken advantage of your thoughts that were stimulated by the discussion. That's the beauty of the mind — to find the best idea. Again, closed minded people miss such phenomenal insights.

I see closed minded thinking whenever one person or department wants a decision that is best for them. An argument and conflict quickly emerges. I've been told numerous times such conflicts between parts, service and sales are "normal." Such thinking perpetuates such conflict. All I have space to say, at this time, is; Yes, different opinions are natural. No, different opinions should not lead to an argument if the involved parties are committed to make a decision to support the dealership's success.

Mental Formula to Open Your Mind

Now let's address the mental formula that each of us must employ to expand our beliefs. First is the agreement that we're closed minded. Without this understanding, there is no hope to expand one's thinking. A side note is if others perceive you as closed minded while your self-perception is open-minded you may have a serious issue on your hands.

Second is the self-awareness to your closed mind. At that precise moment of being aware of a closed mind, self-discipline is required to (1) truncate such disastrous thinking, (2) agree that your thinking might be wrong, and (3) implement the plan to solicit and listen to understand different opinions in search of the best idea.

While listening as others present ideas, be acutely aware of your thought pattern as it is



The closed mind can prevent the best decision from being made which leads to the second point — leaders/supervisors don't have the luxury to be closed minded. These people are responsible to ensure the best decisions to advance the success of the dealership.

easy for your thoughts to automatically revert to being "closed mindedness" and increase the urge to argue your point. When that happens, you must open-back-up and continue listening to understand. Being driven by the commitment to secure the best idea or make the best decision will help open your mind.

Another tool to stimulate thinking and discussion is to offer a dissenting opinion to the one initially presented and observe the openness of the ensuing conversation. If the introduction of the dissenting opinion shuts down the conversation, you may have an intimidation operating within the team. Obviously, that's not good.

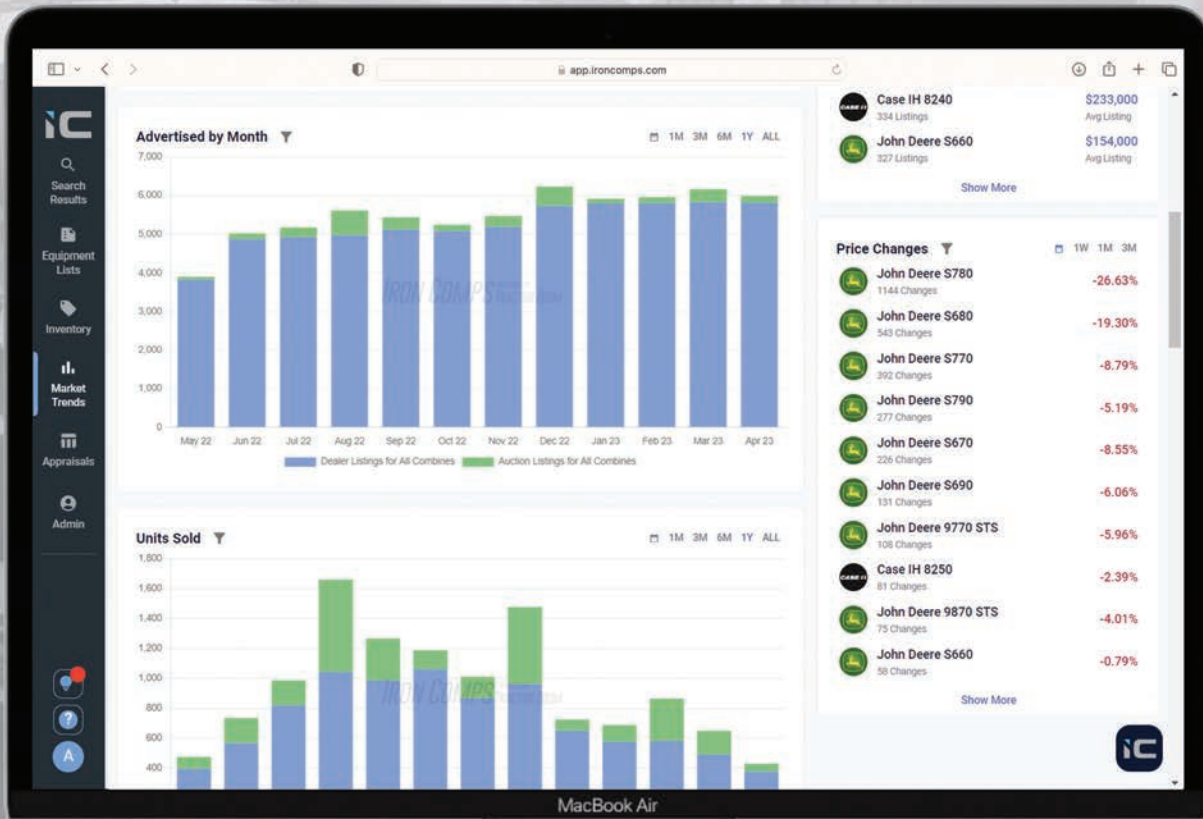
Here's the bottom line. All of us are required to make the decision as to the reputation we want to create with our colleagues. I'm currently working with a young employee with this very issue. He tells me that he wants a reputation of being an elite performer and to use others' opinions to improve performance, but his actions tell the story of the polar opposite — "I'm always right." Time will tell if he will use the necessary self-control to become the person he professes he wants to be. If not, his colleagues will continue to talk about him behind his back while hoping that he leaves the company. **EDM**



DR. LARRY COLE is a lead trainer for the North American Equipment Dealers Association's Dealer Institute.

LARRY COLE, PH.D., is a lead trainer for and consultant to the North American Equipment Dealers Association's Dealer Institute. He provides onsite training and public courses to improve business leadership effectiveness and internal and external customer service. Please send questions and / or comments to Larry at teammax100@gmail.com

Is Growing Inventory Hurting Your Profits?



- Holding costs eat into your bottom line, yet are not commonly tracked.
- Understanding the components of holding costs allows a dealership to know which levers to pull to control their costs. This is especially important now, as inventory builds across the country.
- Smaller tractor levels have been growing for the past year. Combines for the past six months. Now larger tractors seem to be following suit.
- Proactive tracking of important inventory metrics can help control holding costs before they become too burdensome for your dealership to handle.

Learn how the current growth of inventory could be damaging your dealership's profits.



ironcomps.com/blog/trending-inventory-build-up-risks-profit-erosion

How service managers can create better systems and save time

by WAYNE BROZEK

Service managers how do we get more hours per day?

The answer is that we can't, can we? How can we implement tools to help us organize our days better? How many of you have a daily task list that you follow?

I know, I know you say daily task list that I can follow... I never know what my day will be like, and I say I agree. I have been a Service Manager. I know how our days can implode and all our best plans can be altered by taking care of emergencies that come up, but I do believe we can gain some control over our days if we stay structured.

I think, as managers, we need to make sure we have had some time management training. I participated in a time management training class several years ago, and it had a lasting impression on my day-to-day activities.

I have worked on call log books and schedule pads for several years, and I wonder how many of you service managers have an actual process for handling your daily calls. How do you log those or transfer those calls to your service scheduling system? I have seen everything from yellow legal pads where calls are logged on a blank format to sticky notes that are then attached to the computer display monitor or wallpaper the desktop.

They are prone to getting lost or misplaced over and over. I have implemented a call log book for service managers that helps keep their daily calls logged in one place with a structured form, so that same information for each call has a place to log what has been done as far as a scheduling plan. All these items add up to help save you time and keep you organized.

Once you have utilized some of these call

I think, as managers, we need to make sure we have had some time management training. I participated in a time management training class several years ago, and it had a lasting impression on my day-to-day activities.

log books and scheduling systems to track and log your activities, you have the ability to actually leave your office for a couple of days of PTO and not spend that time thinking "I hope the train stays on the tracks" or end up

fielding several calls a day asking about customer information that someone should be able to find in your call log book.

We all know that if we can save a couple minutes here and there, they add up to hours on the week and month. This is one way to keep you organized and be able

to actually leave and let others know exactly what is going on and where you are with each customer.

I would also encourage service managers to make time with your day to do a service walk at 10 am and 2 pm everyday to check on your technicians and update your schedule board. We should have a list of all work orders that are assigned to specific technicians and visit with each tech to ensure they are on target to finish the work order in the time frame in which you promised your customer.

The service walk performed daily will help you update your schedule and call customers

WAYNE BROZEK is a trainer with NAEDA's Dealer Institute. Prior to starting his own consulting business, Wayne trained dealers all over the globe on ways to improve both their parts and/or service operations. **TOP METRICS TO WATCH** is an ongoing feature brought to you by the association's Dealer Institute to help dealers better understand key performance indicators and industry metrics to effectively manage their businesses.

Our service managers have one of the hardest jobs inside the dealership, so anything we can do to reduce stress and increase a few free minutes to your day is a huge success.



proactively and update them if the promised times need to be adjusted. Now this might seem like I am asking you to do even more instead of taking items off your daily tasks so how is this going to save me time?

The issue is I have seen so many phone calls that come into a service department daily that are customers checking on their equipment, and they come in at some of the worst times of the day. So, instead of being reactive, we need to be more proactive, and if we update our customers of a new promise time versus all of those customers calling us when we are trying to complete other tasks. It burns up our day.

When we have those calls coming in, we then have to stop doing what we are doing and deal with another time distraction instead of controlling our day. I would encourage any service manager reading this that would like to gain some control over your day and gain some free time call or email me, and let's discuss how you can implement just these two ideas and how they will give you back more control and freedom.

Our service managers have one of the hardest jobs inside the dealership, so anything we can do to reduce stress and increase a few free minutes to your day is a huge success.

Thanks for all you do, and if you're interested, I look forward to helping anyway we can! **EDM**



WAYNE BROZEK is a trainer with NAEDA's Dealer Institute.

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Will a Billion Dollar Disaster Affect Your Business?

by JERRY LEEMKUIL

When it comes to weather and climate disasters, the clock is ticking.

As the likelihood of a major climate event impacting your business surges higher each year, disaster recovery planning is critical.

- In 2022, the U.S. experienced 18 separate weather or climate disasters that resulted in at least \$1 billion each in damages.¹
- It had the eighth most disaster-related fatalities for the contiguous U.S. since 1980, with 474 direct or indirect fatalities.¹
- Damages from the 2022 disasters totaled \$165.1 billion, and the combined cost from events of this caliber over the past 10 years totals \$1.1 trillion from 152 separate billion-dollar events.¹

Your business is essential. Take action now.

Should a climate or weather disaster strike, your employees and customers need you to reopen as soon as possible. You are essential to your community's recovery efforts, so take action now.

- **Know your risks. Find and review your county's hazard analysis or disaster mitigation plan to understand what events impact your geographic area.**
- **Develop a plan to respond to each of the identified risks.**
- **Your plan should take into account your business's essential operations, employees, equipment, suppliers, technology, and finance needs.**

1. 2022 U.S. Billion-dollar weather and climate disasters in historical context. <https://www.climate.gov/news-features/blogs/2022-us-billion-dollar-weather-and-climate-disasters-historical-context>. Accessed 5/2/23.

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Should a climate or weather disaster strike, your employees and customers need you to reopen as soon as possible. **You are essential to your community's recovery efforts, so take action now.**

Inflation and supply chain issues are rapidly increasing the cost of rebuilding following a disaster. Review your policy limits and talk with a Federated® marketing representative to help ensure that you have the proper coverage in place to fully recover from a climate or weather disaster. For more information on North American Equipment Dealers Association (NAEDA) and Federated Insurance®, visit www.federatedinsurance.com/association-groups/naeda. **EDM**



JERRY LEEMKUIL is an equipment dealer specialist for Association Risk Management Services, Federated Insurance Company. For information, write to Jerry at jleemkuil@fedins.com or call 1-507-455-5507.

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Dealer Beware:

The Legal Pitfalls of Charging “Other Fees” to Customers

by LANCE FORMWALT



Dealers operate in a very competitive market that can make it challenging to maintain the margins needed to provide a reasonable return and support the significant investments in people, processes, technology, tools, real estate and other infrastructure required to conduct business in the manner your customers expect while also meeting manufacturer requirements.

To support the infrastructure investment and recover some of the related costs, many dealers will charge “Other Fees” (e.g., document fees or administrative fees) to customers as part of a wholegoods sale transaction. While these fees don’t begin to cover all of your overhead costs, they can be an important component of your business model. Unfortunately, even though there is an important business rationale for these fees, the legal landscape surrounding them can be confusing due to the various legal authorities and issues involved.

Auto Dealers vs. Equipment Dealers

Many of the issues to consider when implementing a program for charging Other Fees are common to the issues facing auto dealers. However, there are elements of your business that can make legal compliance even more complicated. For instance, auto dealers predominantly deal with customers buying for personal or family use.

These customers are defined as “consumers” in the various consumer protection laws that regulate certain business practices in transactions with consumers.

In addition, auto dealers are generally sub-

Many of the issues to consider when implementing a program for charging Other Fees are common to the issues facing auto dealers. However, there are elements of your business that can make legal compliance even more complicated.

ject to regulations at the state level that establish specific parameters relating to the conduct of their business. These circumstances can be disadvantageous in some ways due to the heightened regulatory burdens, but in the context of understanding how to approach charging Other Fees, this clarity can be a good thing.

In contrast, equipment dealers face a more complicated landscape due to the following factors:

- **Customer Base** – equipment dealers often have more business customers than “consumers” buying for personal or family use, but may still do a significant number of lower dollar volume transactions with consumers.
- **Product Mix** – equipment dealers have different product mixes, some of which are almost always business-related (e.g., Large Ag) while others are split more evenly between business and personal use (e.g., Outdoor Power Equipment).
- **Auto Dealer Laws** – equipment dealers sometimes sell products that are regulated under the auto dealer regulations (e.g., ATVs/UTVs).

Due to these differences, equipment dealers may have more flexibility than auto dealers in implementing and collecting Other Fees. However, since some customers of an equipment dealer have the same profile as customers of an auto dealer, implementing a workable and legally-compliant process can be more complicated.

What are the Legal Pitfalls?

The challenge for equipment dealers is that there are a number of legal authorities that play a role in regulating the practice of charging

Other Fees. These represent a mix of federal and state laws and include the following:

- **Truth in Lending Act (TILA)** – Federal law that applies to “consumer” financing transactions and is focused on appropriate disclosure of amounts, including Other Fees, charged as part of a financing transaction.
- **Uniform Consumer Credit Code (UCCC)** – State law that also regulates “consumer” financing transactions and disclosure obligations, but often with additional limitations on the amounts that can be charged to consumers in financing transactions. This law has been adopted (with some variations) in 11 states: Colorado, Idaho, Indiana, Iowa, Kansas, Maine, Oklahoma, South Carolina, Utah, Wisconsin and Wyoming.
- **State and Federal Consumer Protection Laws** – All 50 states and various federal agencies enforce consumer protection laws. These laws target “unfair and deceptive” trade practices and, in the context of Other Fees, are generally focused on disclosure. Notably, unlike the TILA and UCCC, these laws often apply to both cash and credit transactions.
- **Dealer Laws** – Certain states have adopted specific legislation that limits the ability of a dealer to charge Other Fees with respect to certain product categories. These are often focused on automobiles, but can extend to cover products you might sell (e.g., ATVs, UTVs, trailers, motorcycles).

In addition, the courts and regulatory bodies tasked with interpreting these laws can create additional nuances that need to be considered. For ex-



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LANCE FORMWALT is the leader of the Equipment Dealer Group at Seigfreid Bingham, P.C. The firm serves as legal counsel to the North American Equipment Dealers Association and many individual equipment dealers. Lance may be contacted at lancef@sb-kc.com or 816-265-4106. Also see www.sb-kc.com. This article is intended to provide general recommendations and is not intended to be legal advice. You should always consult your attorney for advice unique to you and your business.

ample, a Texas court significantly restricted the ability to charge document fees relating to financing transactions except in certain explicitly authorized categories of products.

More recently, the Federal Trade Commission has started looking into issues associated with “junk” fees charged by auto dealers, something that could lead to additional regulations with further implications for equipment dealers.

While understanding the legal framework is important, dealers also need to remember that the ability to charge Other Fees can also be limited by your agreements with retail financing companies. These companies may take a variety of approaches to Other Fees ranging from (a) allowing any fees permitted by law, (b) allowing fees only up to a certain amount (to account for fees the retail financing company may already be charging), or (c) prohibiting additional fees altogether.

What Should Dealers Do?

I am not aware of a definitive resource that addresses all of the legal implications involved in charging Other Fees. As a result, each dealer needs to investigate the laws and contract limitations that may apply based on the dealer’s specific business model and objectives. However, there are some practical steps you can take in reviewing your processes for charging Other Fees that will limit your legal risk:

- **Use your retail financing company as a source of information/guidance** – Even though you will ultimately be responsible for legal

compliance relating to fees you charge, your retail financing companies face the same types of issues and likely have more expertise on applicable federal and state restrictions on Other Fees.

- **Implement Other Fees on both cash and credit transaction** – Most laws regulating the imposition of Other Fees are focused on whether the Other Fees really represent an additional “hidden” finance charge included as part of extending credit. If the same fee is charged to both cash and credit customers for the same type of product, this should address that concern. NOTE – Some states will require an Other Fee to be charged to both cash and credit customers as a condition of being able to use one in connection with a financing transaction.
- **Evaluate the costs you are seeking to recover through the Other Fees** – In several states, Other Fees may be charged in connection with consumer financing transactions if they are “reasonable.” If the state regulators haven’t defined “reasonable” as a specific amount, doing a basic analysis of the types of costs you are trying to recover and tying that to the amount of your anticipated Other Fees can be a good exercise to support a future challenge that your fee amount is unreasonable. This exercise may also have the added benefit of providing some useful talking points for responding to questions from customers about the fee amount.
- **Adopt an accurate name/description for the Other Fee and use it on transaction documents** – It is important to provide clear disclosure of any fees in sales documentation. If the fee is to recover administrative costs relating to processing documents in a financing transaction, it may be

accurate to refer to it as a “Document Fee” and include this in the financing transaction documents. On the other hand, if the fee is designed to recover other general administrative costs that apply to all transactions, using the phrase “Administrative Fee” may be more accurate and should be itemized on the sales invoice so it is charged on both cash and credit transactions.

- **Limit Negotiations** – Since the ability to charge a fee without specific limitations may be dependent on charging the same fee on cash and credit transactions for the same type of product sale, it can be beneficial to maintain as much consistency in the fee as possible with all applicable customers. Thus, treating Other Fees as required in all applicable product sales and limiting fee negotiations with customers may further reduce your legal risk. NOTE – this does not mean that a fee has to be charged on every product or that the same level of fee has to be charged across the board.

As with many aspects of your operations, legal issues are implicated in charging fees to your customers. These issues need to be considered in establishing your customer policies and, given the various legal limitations, it may make sense to adopt a “lowest common denominator” approach that allows you to implement fees in a way that makes the process simpler to follow and best ensures compliance with the most restrictive laws applicable to your dealership. **EDM**

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NAEDA Welcomes New Staff

by NAEDA STAFF



Tom Healy
DEALER DEVELOPMENT
MANAGER

Born and raised in Green Bay, Wisconsin, Tom Healy started his career at Burnips Equipment while attending Ferris State University where he received his bachelors in engineering. As an inexperienced intern, and due to circumstances, he found himself operating as the branch service manager within his first several weeks of employment. With zero agricultural background, Tom was forced to quickly learn the industry, its practices, and the importance of customer relationships.

As acting Operations Manager and Corporate Sales Manager, Tom used his personal skills to gain the trust and loyalty of the industry, his colleagues, and his employers. His past roles required him to oversee the daily operations of eight locations while keeping focus on future growth and minimizing complacency in the company. His driver personality keeps everyone on their toes while his outgoing personality allows him to gain the respect needed to steer the culture of the company away from the single store mentality towards a more corporate structure.

In 2013, Tom started working on the corporate structure of Burnips Equipment by creating several new positions. Tom filled the first position of Corporate Service Manager overseeing all location service departments. Hiring a CFO followed by Corporate Sales Manager and Corporate Parts Manager were the next tasks completed. These new roles gave Burnips Equipment the ability to grow while creating uniformity across their stores.

After seventeen years in the service department, Tom moved into his final role as Corporate Sales Manager. He brought new life to the sales team and helped to bridge the gap between the service, sales, and parts departments. After twenty plus years in the dealership, Tom has moved to the next chapter in his life. Taking a role working for NAEDA as a Dealer Development Manager, Tom plans to use his skills alongside NAEDA's to help dealers move forward in an ever more challenging industry.

BIO | Outside of work, Tom spends time with his eight-year-old son, one-year-old daughter, and wife Melinda. Together they enjoy operating a food truck on weekends and any project outdoors.

Tom's career will be guided by opportunity and challenges. His motivations are fed by frustration and the need for change. You can bet that you won't find Tom among the complacent.



Amanda Bauman
COMMUNICATIONS
MANAGER & ASSOCIATE
MAGAZINE EDITOR

Born and raised in central Kansas, Amanda Bauman found her initial interests in photography and storytelling by running around her grandma's farm taking pictures of horses and barn cats for 4-H. She then continued her passion through high school and college as part of her school newspapers. After graduating from Emporia State University with a double major in secondary education English and journalism, she became a high school journalism and digital media teacher.

Amanda joined the association in April 2023, as the Communications Manager and Associate Magazine Editor. She works to maintain a solid social media presence, sends newsletters and updates, and edits and contributes to the digital and print version of *Equipment Dealer Magazine*.

After seven years in the classroom teaching digital media and advising high school yearbook, video production and newspaper, Amanda is returning to her roots of sharing stories and informing dealerships of best practices. "I am beyond excited to use my skills from the classroom to inform dealers of best practices. There's nothing I enjoy more than helping people excel and reach their goals, and I feel like I can do that for our dealers through communications with NAEDA."

BIO | Amanda and her husband welcomed their first-born in June and will celebrate their fourth wedding anniversary this fall. She enjoys spending her free time with her newborn, her husband and her three dogs and cat. If she's not with them, she can be found running her photography business and helping capture the memories and milestones for others.



Dale W. Magie
FIELD SERVICES
DIRECTOR

Dale Magie was raised on a farm in Butler County, Liberty Twp. Ohio. Dale grew up helping his father on the farm raising hogs, cattle, and grain crop farming. He attended Lakota High School and participated in 4H, FFA and played basketball. In 1980, Dale graduated from high school and began farming maintaining a grain crop operation of 600 plus acres. While farming, he also worked part time construction jobs.

In 1985, Dale joined his father and purchased a lawn care company. Over the next three years, the lawn care business evolved into retail, parts and service of outdoor power equipment including John Deere, Toro, Stihl and other allied lines of equipment. In 2003, Dale became sole owner of the business and built a new facility. He added a second location in 2010 that included Ace Hardware as well as outdoor power equipment. During this time, Dale was involved in Manufacture Dealer Council, Association Regional and National Dealer Counsel until selling his business in February 2018.

Currently, Dale sits on a bank board and manages the family farms. He also wanted to stay involved in the industry, so Dale joined UEDA, in 2019, in a part time role as a field services director. He called upon dealers in Ohio, Kentucky, Indiana, and Michigan. In July 2022, UEDA merged with NAEDA where Dale continued his work moving on to join the Dealer Institute team in April 2023, as a dealer development manager for NAEDA.

“I enjoy the opportunity of visiting and helping dealers, while working with a great team of people. I appreciate helping dealers get answers to their questions and creating relationships with many great people in the industry.”

BIO | In his free time, Dale enjoys fishing, hunting, camping and various outdoor activities. He lives for catching bigger fish while deep sea fishing and enjoys spending time with friends and family at cookouts on his back porch where they play cornhole and various yard games. Dale is excited about becoming a grandpa for the first time this fall.

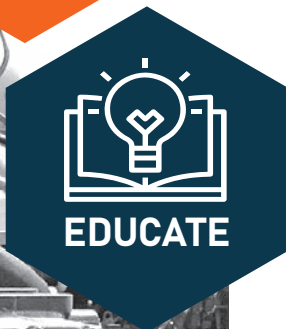


Kipp McGuire
DIRECTOR OF
GOVERNMENT AFFAIRS

Kipp grew up in the American west – born in Wyoming and graduated high school in Montana. His family has always made a living in rural communities doing everything from working as hired hands to appointment as the local water commissioner – his father reminds him often that “whiskeys for drinking and waters for fighting.”

Kipp McGuire is the director of government affairs for NAEDA. He comes from the consulting world, where he was an advisor to the U.S. Navy’s Commander of Pacific Fleet as a member of the Commander’s Action Group and Government Affairs and Outreach teams. Prior to his time as a consultant, he was an Advance Officer for the Office of the Secretary of Defense, which took him across the globe coordinating nation-to-nation engagements. He has extensive experience in the legislative and policy fields, and has previously worked for state and federal legislators, as well as an advisor on several political campaigns. His military service includes five years enlisted with the Marine Corps and is presently an Intelligence Officer with the Navy Reserves. He has degrees from the University of Montana and the Institute of World Politics.

BIO | Kipp’s wife – Maggie – is an active-duty Officer with the U.S. Marine Corps currently serving as a Congressional Defense Fellow in Washington, D.C. They have a year and a half old daughter, and she is where most of his attention is focused when not conducting business for NAEDA or attending to his obligations as a Naval Reserve Officer. **EDM**



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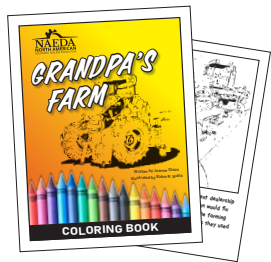
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- SEPTEMBER 15 | CLAY SHOOT** | Snake Creek Shooting Sports, Beggs, OK
- OCTOBER 6 | CLAY SHOOT** | Milford Hills, Johnson Creek, WI
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	2023	2022	%CHG	2023	2022	%CHG	BEGINNING INVENTORY
2WD < 40 HP	19,048	19,582	-2.7	68,289	81,258	-16.0	111,075
2WD < 100 HP	5,770	5,717	0.9	23,016	25,412	-9.4	37,598
2WD 100+ HP	2,182	1,987	9.8	9,858	9,292	6.1	10,010
TOTAL 2WD FARM TRACTORS	27,000	27,286	-1.0	101,163	115,962	-12.8	158,683
TOTAL 4WD FARM TRACTORS	266	176	51.1	1,562	1,031	51.5	496
TOTAL FARM TRACTORS	27,266	27,462	-0.7	102,725	116,993	-12.2	159,179
SELF-PROPELLED COMBINES	487	315	54.6	2,565	1,524	68.3	1,626

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